

Raymond L. Smith  
1914-1915

L. I. & S. Co.  
FEBRUARY 1916

# YES SIR!

## MONEY DOES GROW ON TREES



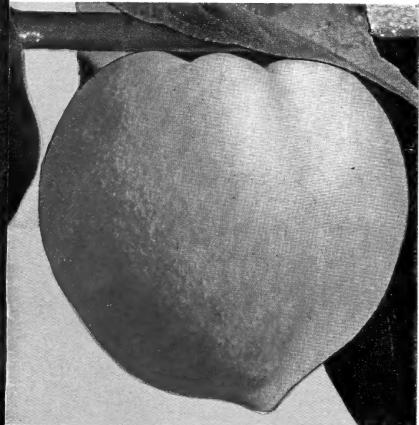
Trees Of Armstrong Varieties—That Is!



# PEACHES

These are some of the factors that insure greater profits to growers with Armstrong kinds!

1. **Earliness.** Top prices for the earliest fruit.
2. **High color.** Springtime, Robin and Redwing all feature it.
3. **High quality, white-fleshed.** The market wants them.
4. **High production.** Big crops regularly—even after mild winters.



## ROBIN

Ripening in late May and early June only a week to ten days after Springtime, Robin has convincingly proved itself one of the most profitable early season peaches. In addition to its fine showing in local markets, Robin received excellent prices on the New York auction market this year. Highly colored, white-fleshed and semi-freestone, it is honey sweet and good eating even while hard-ripe. The public and store buyers recognize and demand Robin. The heavy yields bring a high return per acre, although large sizes may not predominate. The vigorous trees have a relatively low chilling requirement. Plant Pat. No. 529.

## REDWING

Ripening ahead of Babcock, in late June—early July, Redwing is larger, firmer, more colorful and has a more lively flavor than Babcock. In fact, we think it better than any white-fleshed peach ripening in any season. The large fruit is blushed with rich red and the flesh, firm enough for long distance shipping, is a perfect blend of sweetness and acidity. The crops are consistent and heavy. Redwing sizes readily and growers have reported it to peak on 60's. Plant Pat. No. 621.

SPRINGTIME is the first peach to market. And with color like this, it's no wonder prices have been sensational.

The first Robins hit the Los Angeles market about June 1st in 1955 bringing up to 45c per lb. As late as June 22, 70's brought 20c per pound while Alexander 70's were bringing 15c and Red Birds, 10c to 12c.

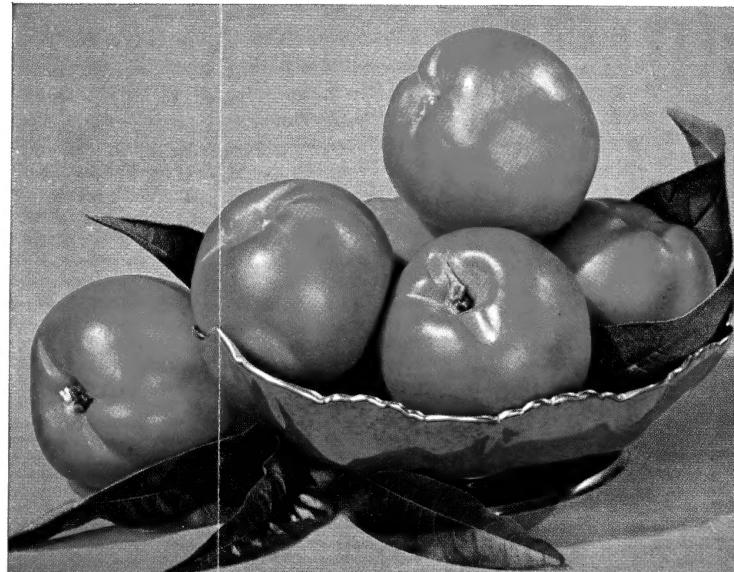
## SPRINGTIME

In 1955, Springtime was the first peach on the Los Angeles wholesale market. On May 23, it brought 45c per pound for 84's. On June 2, with Mayflowers and the first Robins on the market, Springtime was still bringing 42c to 45c per pound. Featuring a very tempting rich red skin color, the white-fleshed semi-freestone fruit of Springtime sells easily and once tasted, the sprightly flavor brings the public back for more. It's fine for local markets and its firmness makes it suitable for more distant shipping.

Tested for ten years at Ontario, Springtime has been a consistent producer of heavy crops. The good yield plus high prices overcomes some difficulty in sizing fruit, so the grower realizes a fine return per acre. The vigorous trees have a low chilling requirement, about equal to that of Babcock, so a good set can be expected even after mild winters. Plant Pat. No. 1268.



PANAMINT NECTARINE—shown here, about one-half actual size.



# NECTARINES

There is no doubt that nectarines are a coming fruit and that they are destined to replace some peach varieties on the fresh fruit market. Here are features which make these Armstrong varieties outstanding:

1. **Beautiful, high color.**
2. **Superior eating quality.**
3. **Dependable bearing.** Normal fruiting even after mild winters can be expected. Both Silver Lode and Panamint probably have the shortest chilling requirement of any nectarines being grown commercially.

About Panamint, a Tulare County grower writes: "The market will pay a premium for its high color."

A grower in a lower San Joaquin Valley says about Silver Lode: "A superior nectarine for our area."



## SILVER LODGE

A brilliant scarlet color, large size and early ripening make this white-fleshed, free-stone nectarine an excellent commercial possibility. Silver Lode ripens in late June—early July following the well-known John Rivers by a few days. However, Silver Lode is superior to John Rivers in size and in richness of coloring. Then, too, its relatively low chilling requirement makes the vigorous tree a much more dependable bearer than that of John Rivers.

The fine quality, flavor and firmness of the fruit indicate possibilities for shipment to eastern as well as local markets. Plant Pat. No. 1023.

## PANAMINT

Panamint stands second to no present-day nectarine for the richness of its red coloring, and it has a flavor which is a good match for its color. It is a yellow-fleshed, freestone nectarine which is ready for market before the rush of mid-season varieties. It ripens a week to ten days after Silver Lode and several days ahead of Gower—about the first week in July in the Tulare-Fresno area and mid-July in the Merced-Modesto region. Test trees at Ontario and in the San Joaquin Valley have produced consistently large crops and the fruit has sized well. Plant Pat. No. 1100.

# SIERRA

## A New High Quality Plum

We believe there is no finer plum in any season than Sierra and it is a promising commercial prospect because of its fine appearance, firmness and good production. Those who have seen it and tasted it have pronounced it superior to Santa Rosa.

Sierra is a cross of Inca and Santa Rosa, a semi-freestone, combining the good qualities of both of these fine kinds. It has the sweet, firm yellow flesh of Inca and the attractive red skin coloring of Santa Rosa. It ripens about ten days to two weeks after Santa Rosa. Tests at Ontario indicate that the vigorous tree is at least partially self-fruitful. However, until this is verified by further testing, we suggest that it be planted with a pollenerizer. With the current interest in plums running high, we think this one excellent for commercial trial. Plant Pat. App. For.



SIERRA, a promising new plum—shown about actual size.

## The Pedigree of An Armstrong Fruit Tree

Just how selective Armstrong Research has been in the introduction of new varieties is evidenced by the very small number of Armstrong kinds which are Armstrong recommended for commercial planting. From thousands of seedlings produced and tested, only the few described in this folder are the ones we wholeheartedly recommend.

**They're Thoroughly Tested.** If the fruit looks promising, a new seedling undergoes a long series of observations. Fruit characteristics and the behavior of the tree under year to year climatic variation are carefully checked. If you have any doubts about these varieties for your area, ask your dealer where trees of Armstrong varieties (except Sierra) may be seen.

We KNOW before we say "plant these" that Armstrong developed fruit varieties have important advantages for you as a commercial grower. Advantages which translate into the dollars and cents of greater profits. The small additional cost for trees of these new varieties CAN be offset by the bigger return on a few lugs of fruit.

**Warning:** All Armstrong fruit varieties are patented under the Plant Patent Laws of the United States. Any asexual reproduction thereof by means of scions, buds, cuttings, grafts or otherwise, without license from Armstrong Nurseries is strictly prohibited. Any unauthorized reproduction, sale or distribution of these patented varieties under any name will render the reproducer, seller and/or distributor thereof liable for prosecution for infringement under the United States patent laws.

## REEDLEY NURSERY

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